



CONTACTS  
CHRISTMAS 1947



# Mayor Coulter Thanks Eatonians

*Expresses Appreciation for Contribution to  
Princess Elizabeth Wedding Gift Fund*

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Winnipeg, November 25th, 1947

Mr. R. S. McCordick, Manager,  
The T. Eaton Co. Limited, Winnipeg.

Dear Mr. McCordick:

The magnificent contribution made by The T. Eaton Co. Limited, matching one of equal size made by the staff employees of the Company, deserves a very special letter of appreciation and thanks.

This fund was started only a short time ago. No great attempt was made to publicize it and no canvassing or other forms of solicitation or pressure was employed by the committee. Nevertheless, the satisfactory nature of the results is due entirely to the splendid spirit of loyalty and co-operation which prompted donations such as the ones which came from your Company and from its staff employees.

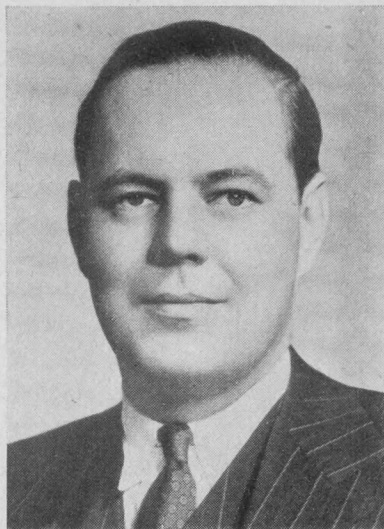
On behalf of the committee, and on behalf of the City of Winnipeg, I extend the most sincere thanks to both The T. Eaton Co. Limited and to the contributing members of its staff.

Yours sincerely,

(Signed) Garnet Coulter,

Mayor and Honorary Chairman,  
Princess Elizabeth Wedding Gift Fund Committee.

## *A Christmas Message from the President*



To all of you and those near and dear to you I send my very warmest greetings and good wishes for Christmas and the coming Year.

The Directors join me in these good wishes, and in thanking you most heartily for the loyal and cheerful assistance you have rendered during this busy Season and throughout the past year.

A very Merry Christmas to you all.

*John D. Caton*  
President.

*Mr. R. S. McCordick Extends  
Christmas Greetings from the Management*



The spirit of a store is its greatest possession. Therefore, it is with a deep sense of pride that I thank each one of you, on behalf of the management, for your wonderful spirit of helpfulness throughout the most strenuous season of Christmas shopping in our history.

Your loyalty, courtesy and unconquerable enthusiasm won admiration on every hand. Moreover, it enabled the store to fulfill its high standard of service to the community.

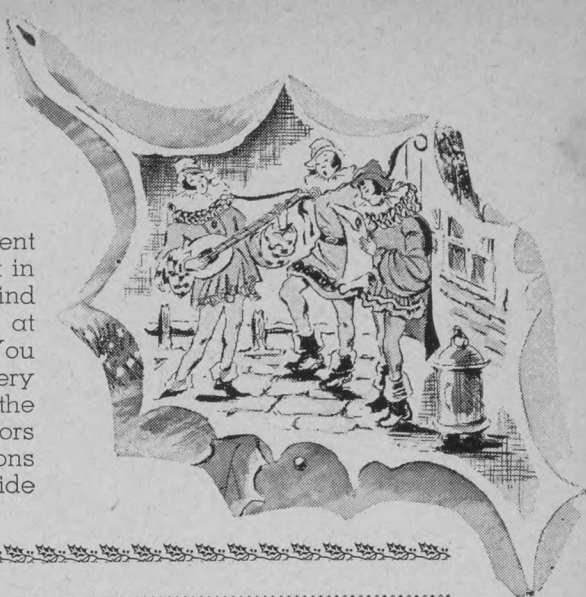
Now, as you embark on the bright activities of Yuletide, with its long holiday ahead, I wish each of you a very Merry Christmas and every happiness in the New Year!

*McCordick*



## The Christmas Spirit is Abroad in the Store!

The beautiful Spirit of Christmas is evident on every hand at Eaton's! You can see it in the cheery smiles and helpful service behind counters. You'll find it at parcel desks, at cashiers' desks and on the elevators! You can hear it in the driver's knock, in his cheery call of "Eaton's!" You can hear it, too, in the friendly voices of Eaton telephone operators as they make helpful shopping suggestions to those now busy preparing for the Yuletide season.



## "Happy Christmas to all, and to all a Good Night"

(Contacts Front Cover)

"When what to my wondering eyes  
should appear  
But miniature sleigh and eight-tiny  
reindeer . . ."

Dr. Clement Moore's immortal  
"Twas the Night Before Christmas"  
provides the inspiration for Contacts  
front cover.

The trio of bewitching little girls  
are Brenda, 6; Sharon, 1½, and  
Diane, 3, daughters of Mr. George  
Bewick, basement store. Their mom-  
my was the former Anne Forbes,  
basement store.

Paging  
Santa  
Claus!



"Very sorry we haven't a real Santa Claus  
here (Germany) as we had that last Christmas  
in Canada. David hopes that when he is back  
in Canada again Santa Claus will come and  
see him."

The above is a paragraph from a letter writ-  
ten by Mr. Nick Morrow (former Eaton inter-  
preter), now with the Allied Secretariat in  
Berlin, Germany, to Mr. John Beckett (retired  
Eatonian).

Mr. Morrow's little son who is five years  
young, remembers vividly Santa in Canada as  
enacted for him at Eaton's and elsewhere.  
Hope the jolly old chap in the red suit will sur-  
prise David, even in Germany.

## Hello There . . . We Miss You!

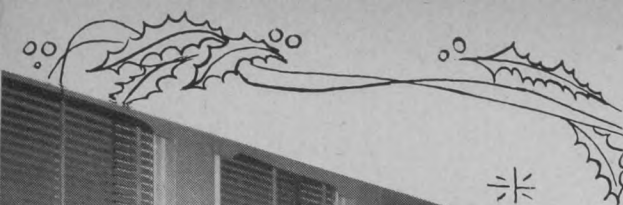
To you, our fellow Eatonians  
who at this happy Christmas-  
time are ill or convalescing, we  
send our warmest wishes for a  
speedy recovery! May you be  
able to share at least some of  
the holiday festivities—and  
come back soon.

## Ring Out The Old! Ring In The New!!

Most of us made a few mistakes in 1947. He  
who made none is either too perfect for this  
world or too lacking in initiative to venture into  
the stronger stream of life and opportunity.  
However, if we're worth our salt we won't  
carry over these "follies of '47." The brand  
New Year on our threshold is a challenge to  
all of us. Who knows what hopes, what fresh  
opportunities it holds for those who are ready  
to meet them?

So, now, before we open the door to 1948,  
let us first take an inventory of ourselves to  
make sure we are not carrying over anything  
"unsalable," any handicaps we can overcome,  
or other "dead stock" that will impede our  
progress.





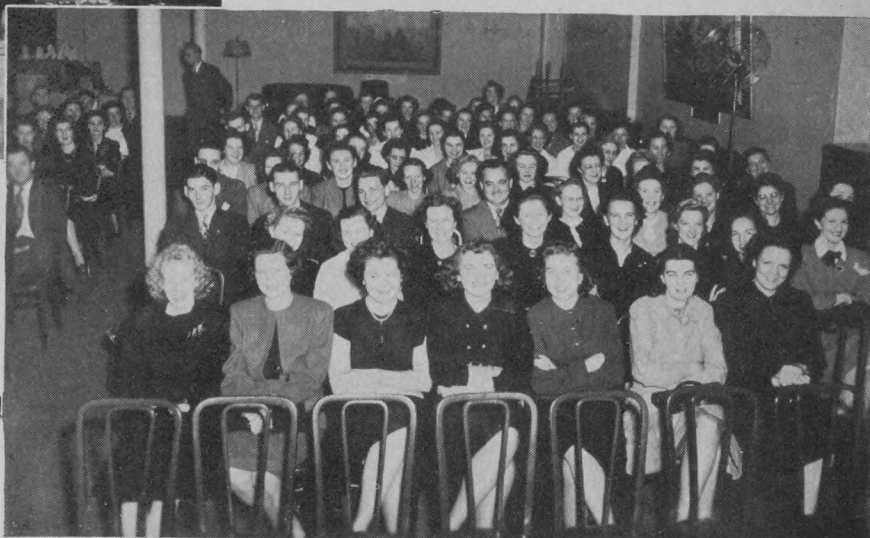
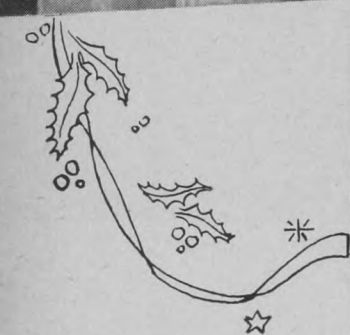
# Welcome to Eaton's!

**New Staff Members Learn About The  
Big Store — Its Traditions and  
High Standard of Service**



Top picture: Mr. Dailley and Miss Kerr welcome the new staff members.

In the larger picture, Cameraman Morey caught "a mile of smiles."



Many a high-ranking Eatonian started with the Company years ago as a Christmas "extra" Mr. W. G. B. Dailley, staff superintendent, told a large gathering of new staff members that filled the assembly hall before store opening on Monday morning, November 24th. Briefly Mr. Dailley traced the history of Eaton's for his listeners.

He told of the Company's remarkable development, its fine traditions, the strict adherence to the principles laid down by Timothy Eaton—the service of Eaton men and women in two world wars.

As salespeople, said he, our job is to serve the community. We play the leading part in each transaction, backed up by the operating departments—and with three or four thousand of us selling during the rush of holiday shopping, it is vitally important that each of us put his best into the job.

## **Ordertaker, Stockkeeper or Merchandise Adviser?**

There are three types of salespeople, declared Mr. Dailley: 1—The ordertaker who takes the goods handed her by the customer,

writes out the salescheck, but makes no attempt to offer helpful suggestions about other goods.

2—The stockkeeper who likewise makes no effort to help the customer and doesn't like to see her stock disturbed.

3—The merchandise adviser. This gal knows her goods—likes to show them and to offer helpful advice on selection. Thus, the customer goes away well pleased by her sales experience.

## **Be Interested in Your Customer**

Miss K. M. Kerr (educational office) gave a highly informative talk on showing interest in the shopper and her gift problems.

How to help avoiding mistakes on colours and sizes was described. "Pick up the article, open it out, suggest its uses to the customer," urged Miss Kerr. "Merchandise can be just 'dead stuff,' but an intelligent, interested salesperson can make it come alive!"

This was the first of several similar meetings and there were many other helpful hints passed on to these new Eatonians ere they were dismissed with a friendly smile and the best wishes for their success on the selling front. As they filed out the gong sounded for store opening and a new day.





# Letters of Credit

## From Delft, Holland, and Written in the Dutch Language Comes This Gracious Letter Expressing Appreciation of Eatonians' Kindness

"The T. Eaton Co., Limited, Winnipeg, Canada.

"November 9th, 1947.

"It was to my sorrow that I had to leave Winnipeg to go back to Holland, after spending six weeks' holiday with my parents, Mr. and Mrs. J. J. Cropp, 326 McLeod Ave., East Kildonan, whom I had not seen for forty years.

"I wish to thank you and all the employees, especially the girls of the fifth floor and lunch counter, where I had coffee and lunch.

"I have done my shopping with a great deal of pleasure in all the departments, considering that I could not understand the English language, and was respected with kindness. I bought for my family in Holland, where everything is in short supply, many parcels.

"Once again I thank you for your attention and kindness shown me, a foreigner, during my visits to your store.

"With the kindest regards, Mrs. W. Barnhoorn."

\* \* \* \*

## Here's An "Orchid" For the Photo Workroom

"The T. Eaton Co., Limited, Photographic Dept., Winnipeg.

"Quesnel, B.C., Canada.

"I wish to thank you very much for the beautiful job you have made of my old photographs. The photos were received yesterday—mailed Winnipeg, November 12th, 1947.

(Mrs. E. Seeley.)

"Yours sincerely, Agnes T. Y. Seeley."

# Eatonians in the Making!



Trainees attending classes in the educational department's lecture rooms.

Here they learn the science of selling, also Eaton's system, history and guiding principles.

Five





## Elevator Staff Takes Time Out For Get-Together Before Holiday Rush



(For Descriptions of Pictures, See Facing Page)





# Elevator Staff Declared "Good-Will Ambassadors"

## At Complimentary Dinner Attended by Entire Department

When grandma was a girl elevators were about as scarce as "horseless kerridges" and viewed with much the same skepticism.

The first passenger elevator at Eaton's (according to the jubilee book) was installed in Toronto in 1886.

It was designed for customers going up only—the idea being that on arriving upstairs they would get a better view of the various displays by walking down. A small plunger affair, it was highly ornamental in appearance.

It was looked upon, at first, as a novelty rather than a convenience, and we read that: "With wax figures as passengers, it was run up and down throughout the first day for the benefit of large crowds of onlookers."

That was in 1886. Today, in Eaton's Winnipeg store alone, there are twenty passenger elevators in the store and six in the mail order, not forgetting the system of escalators and those "heavies," the freight elevators.

And on November 18th, the operators of this extensive service were guests of the Company at a dinner held in the grill room. Some 80 men and girls attended. Mr. Alex Murray presided.

Mr. Murray complimented his girl operators not only on their smart appearance, but also their courtesy and efficiency. He had a word of well deserved praise for those "old reliables," the men operators, too, and further expressed appreciation for the efforts of Inspector Jack Cheale and his aide, Sam Taggart, in training the girl operators.

### Other Speakers Laud Service

Miss K. M. Kerr (educational office) showed a colour film, "Selling Your Personality," gave a short discussion on the subject, and complimented the operators, whom, she said, are "selling service."

Mr. B. C. Scrivener and Mr. A. D. MacDonell also gave short but inspiring addresses. It was pointed out that to imagine a store like Eaton's

without an elevator system was to realize the vital importance of such a service.

### Goodwill Ambassadors

"You are frequently the first Eatonians to greet the public and often the last contact with them. You are our ambassadors of goodwill," Mr. Scrivener told the gathering. He congratulated Mr. Murray on his happy choice of elevator operators. Recently returned from an extensive trip, Mr. Scrivener, in comparing various other points, declared Eaton service as near the top of excellence. Concluding, he urged his listeners to "keep your flag of service flying."

Mr. Jack Cheale spoke briefly of the elevator "catechism" and its help to the operator. The evening closed with the presentation of three amusing skits picturing some "ups and downs" in elevator operation. Written and produced by Bill Hurlburt, these were enacted by Misses "Tommy" Saunders, Bea Deeks, Laura McDONALD, Shirley Gibb, Vi Hinkle, Nellie Moraski, Hilda Rosser and Mary Dutchak; with Roy Bader and Ernie Fletcher ably supplying the male support. Recorded music by kindness of the radio department.

### Descriptions of Pictures on Facing Page

Top Row—Left: In the men's corner you'll recognize many a friend and staunch-hearted old-timer here. Right: Smiling back at you are some of the fair sex—and where will you find them more fair?

Second Row—Left: More of the same. Right: And here the men moved in—but who could blame them? Inset: Mr. Alex. Murray, supervisor, who was chairman, paid a gallant compliment to the girls of his staff, not forgetting a sincere tribute to the men.

Third Row—Left: A glimpse of the large gathering. Right: Inspector Jack Cheale (standing) advises the study of the elevator catechism.

Lower Row—Inset: Miss K. M. Kerr speaks on "Selling Your Personality." Left and right are scenes from two of three skits, "Ups and Downs," produced by Contacts' editor, showing in lighter vein the difficulties an operator sometimes encounters.

## RECENT APPOINTMENTS

### Lethbridge

Department L253 — Toys, wheel goods, hardware, china, paints, stoves, farm implements, sporting goods, tires, tubes:

MR. E. W. SOADY, head of department.

### "HELP WANTED!"

"Help us to keep your lunch room attractive by removing your dishes from the tables and by placing papers in the special containers provided."

"In other words, gals and guys, we don't ask you to wash the dishes, but just to place them handy for us to do them." Such is the request of Eddie Kasper who presides over our newly remodelled staff lunch room.

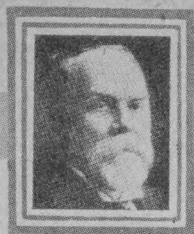
### D.A. OFFICE (By F. Tease)

Two engagements shed their radiance around the D.A. office. Jean McLaren became engaged to Jack Valentine on November 29th—and such a lovely ring, Jean! Joy Drayson is wearing a lovely diamond placed on "third finger, left hand" by Bob Mills on December 13th. Boy, what a whopper!

When Mildred Schwain left the D.A. office on December 11th, she was presented with a lovely blue chenille bedroom rug by Mr. R. M. Clark, first assistant. Millie was married Saturday, December 13th, at Christ Lutheran Church. She is now Mrs. William Hohenstein. (We hope to have a picture.)

Nature couldn't make us perfect, so she did the next best thing; she made us blind to our faults.

—Selected



Timothy Eaton

Quarter Century

Club

Inaugurated 1919



For  
Descriptions  
of  
Pictures  
See  
Facing  
Page

Mr. J. D. Eaton Presents  
5,000th Quarter Century





# Eaton's Quarter-Century Club Honours Its 5,000th Member

As the 5,000th member of the Eaton Quarter-Century Club, Harold J. Middleton, of the service bureau, Toronto, was the centre of a special ceremony Thursday morning in The T. Eaton Co. board room. This club, formed in 1919 with a membership of 40, has grown steadily over the years till today its total membership list from the beginning, including those retired or deceased, and a working membership of more than 3,200, has reached the 5,000 mark. This membership, both men and women, extends from the Maritimes to British Columbia, and includes several in the Company's British and Continental buying offices.

Gathered in Harold Middleton's honour in the board room were top-ranking Eaton officials, including the president, J. D. Eaton; R. Y. Eaton, honorary president of the Quarter-Century Club; A. N. Sands and I. R. Lewis, directors, and H. F. Switzer, store superintendent. Offering the first words of welcome was Alfred J. London, who as first treasurer of the Eaton Quarter-Century Club and who, though retired after 50 years' service, is still its secretary. Mr. London presented the new member with his certificate of membership to the club, following which R. Y. Eaton handed Harold Middleton a letter expressing the thanks and appreciation of the Company and granting him the customary 25th-year vacation of six additional weeks with pay.

J. D. Eaton then presented Mr. Middleton with a handsome wrist watch, a customary gift to Quarter-Centenarians, suitably engraved as a memento of the occasion.

## Descriptions of Pictures on Facing Page

Centre Picture—Five thousandth member of The T. Eaton Company's Quarter-Century Club, Harold J. Middleton (centre) is presented with the traditional quarter-century watch by Mr. John David Eaton, Company president. Mr. R. Y. Eaton (right), honorary president of the Eaton Quarter-Century Club, gave Mr. Middleton a letter expressing the Company's appreciation and granting him the customary 25-year vacation of six additional weeks with pay.

Lower Picture—Left to Right: Mr. Ivor Lewis, Mr. A. N. Sands, directors; Mr. A. J. London, Mr. J. D. Eaton, president; Mr. Harold J. Middleton, Mr. R. Y. Eaton, Mr. F. Scammell, Mr. H. F. Switzer.

\* \* \* \*

## Out of 1,307 Enrolled, 866 Eatonians in Winnipeg and West Are Still Active Members in the Quarter-Century Club

Membership in the Eaton Quarter-Century Club is a coveted achievement. As many of us know, on the completion of 25 years of continuous service, an Eaton employee not only attains membership in the Club with a handsome Club certificate, but is presented by the Company with a quarter-century wrist watch or a diamond ring, and granted a 25th-year vacation of six additional weeks, making eight weeks' holidays with pay in that year.

In Winnipeg and Western Canada, 1,307 members have been enrolled of whom 866 are still active. Of the remainder, 271 are now retired, 133 deceased, 1 transferred and 36 have left the Company. An impressive record and one of which any business institution might well be proud!

**Finally, as for that 5,000th quarter-century, if you divide it into vacation periods of six weeks each, the grand total would make one big holiday of 576 years and 11 months! And think of the dazzling heap of diamond rings and watches!**

One of the most gracious of toasts is the following that was said by a husband to his wife: "May you live a thousand years, I pray . . . May I live a thousand years, less one day . . . so that I . . . may never know . . . you passed away."

—David Deutsch

\* \* \*

Christmas is not a time or a season, but a state of mind to cherish peace and goodwill.

—Calvin Coolidge

It's pretty hard to know what brings happiness. Poverty and wealth have both failed.

—Mrs. J. Cameron

\* \* \*

They err in thinking that Santa Claus enters down the chimney when he really enters through an opening in the heart.

—CBC

\* \* \*

Said of a beloved family dog: "He's been with us so long he doesn't even know he's a dog."

—Reinhold Herman

# Mr. R. S. McCordick Receives Tributes of Business Associates

## Distinguished Career of Our General Manager Lauded at Reception and Presentations Honouring His 35th Anniversary With Company

The upward climb of a young Irishman from Manorbhamilton, who started his Eaton career as a Christmas "extra" in the drug department, and, in the comparatively short period of thirty-five years, rose to the rank of vice-president—is the story of Mr. Robert S. McCordick, general manager of the western division.

On Tuesday, December 16th, business associates of Mr. McCordick honoured his completion of 35 years with Eaton's.

Shortly after door-opening, members of the executive, merchandise and associated offices, headed by Mr. R. M. Pinfold, assistant general manager, invaded Mr. McCordick's flower-decked office to present him with a camera as a token of the occasion.

As spokesman, Mr. Pinfold congratulated the chief on behalf of the gathering. "We are proud of your achievements," he said, "and have been happy under your leadership and guidance. We hope that you will enjoy good health and continue to be with us for many years to come." Then Mr. Pinfold presented the general manager with the handsome camera, adding with a twinkle, that it was an easily operated camera, "No gadgets," he smiled.

After thanking those present, Mr. McCordick chuckled: "I really need a camera—but it's got to be simple—the pictures I took on a fishing trip this summer are still a blank."

### Reception at Fort Garry

After store closing a large number of Mr. McCordick's business associates assembled at the Fort Garry Hotel to add their congratulations to those received earlier in the day. Mr. W. Hopps turned the meeting over to Mr. R. M. Pinfold, who presided.

Addressing Mr. McCordick, Mr. Pinfold said: "Your leadership, judgment and business ability have inspired all with whom you have come in contact. Your kindness and consideration has been at all times evident. Our junior men of the Company may well look to your record as a goal. In honouring you we also include Mrs. McCordick, expressing our hope that you both will continue to enjoy many years of health and happiness."

Mr. Pinfold then unveiled a large "mural" painted by Eaton artists, depicting Mr. McCordick on a fishing trip. At the base of this "masterpiece" was a fisherman's "dream" of fishing rods, reels and bait. "We ask you," said he, "to accept these small instruments of skill by which you will be able, we hope, to lure the wily trout from the depths."

Responding, Mr. McCordick warmly expressed his thanks for the gift of fishing equipment. "I will prize it all my life," said he, "and use it, too!"

Today marked two important events in his life, Mr. McCordick added, "Not only is it my anniversary, but it was on this day that I met

my wife who has been a grand help to me ever since." He also thanked his associates for the gift of flowers to Mrs. McCordick.

Speaking of his 35 years with the Company, our general manager said: "With such a fine aggregation around me, we couldn't do anything else but win! Working with you men of the Winnipeg and Western stores has been a grand experience. Thank you for your good work and the splendid spirit you have displayed to me and through me to the Company."

### President Phones His Greetings

"It has been a very happy and eventful day," said Mr. McCordick. "The first thing this morning I had the pleasure of a telephone call from the president, Mr. J. D. Eaton, extending his personal congratulations. Another highlight was the presentation of a camera from a group of sixth-floor associates."

"At noon," Mr. McCordick continued, "I enjoyed luncheon with a friend, Mr. H. M. Tucker (former general manager) and now your kindness this evening! It was grand to hear the messages wired me from friends throughout the Company." He thanked Mr. B. C. Scrivener for reading them and also for his personal congratulations.

Mr. Gilbert Eaton, director, speaking on behalf of the Eaton family, said: "Thirty-five years ago we, the Eaton family, were very lucky that Mr. McCordick decided to come and stay with us." Mr. Eaton added that our general manager had held a variety of appointments, in each of which he distinguished himself, and which had resulted in his appointment as vice-president.

### Mr. McCordick Showered With Anniversary Greetings

A big batch of congratulatory messages was received by Mr. McCordick, a few of which are quoted here.

Mr. R. Y. Eaton, in a very fine tribute, complimented our general manager on a high level of performance in all his different capacities throughout the years. "You have inspired all your business associates with respect and admiration of your executive ability," declared Mr. Eaton, "as well as affection for you as a friend."

Toronto, Ont.

On your thirty-fifth anniversary I wish to join with the others of my family and the great Eaton family in congratulating you. I hope a review proves as satisfactory to you as to us. May the years ahead be happy and gratifying to you and may you and Mrs. McCordick enjoy them to the full.

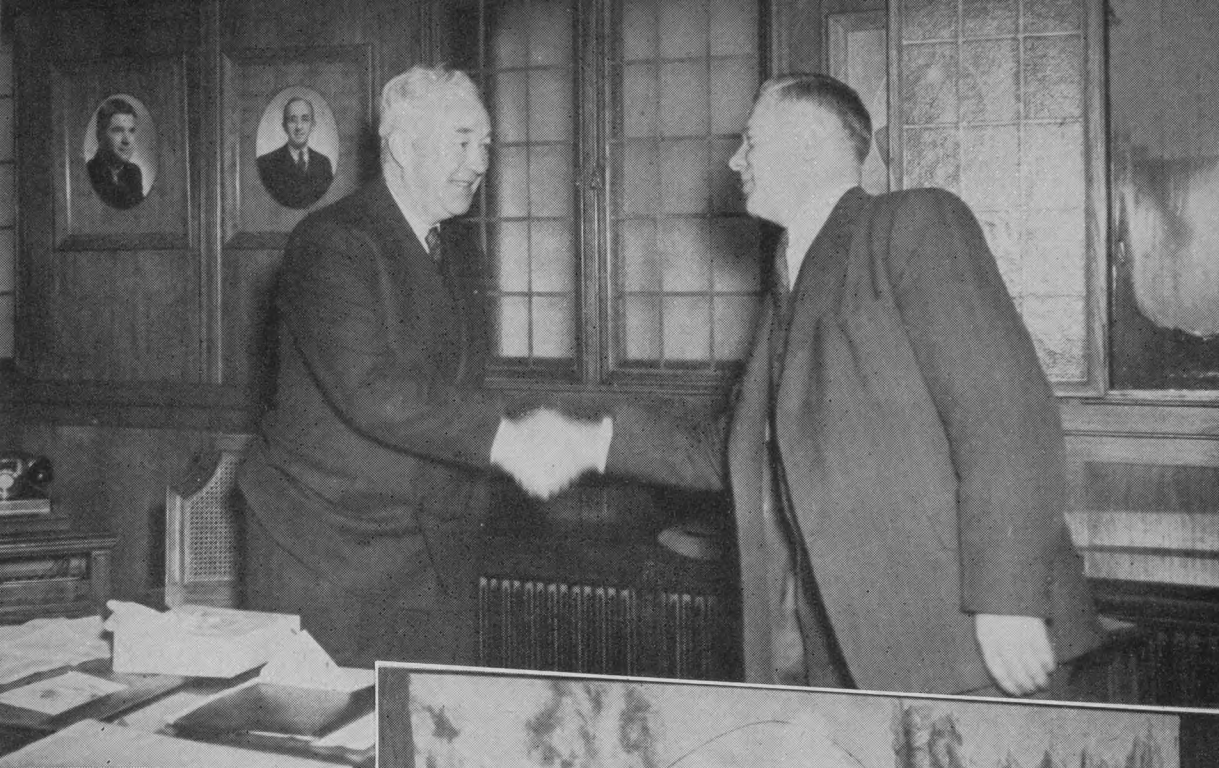
Flora McCrea Eaton.

Toronto, Ont.

Please convey to Mr. McCordick my hearty congratulations on his thirty-fifth anniversary. I have known Mr. McCordick for most of his term of service and can speak of him in the highest of terms. He has been invaluable to the Company, as exemplified in his ability, fair-mindedness and good character. Also he has been a good citizen, as displayed in his activity in many good causes, welfare and patriotic, outside the store. My very best wishes for the future to Mr. McCordick and his good wife.

J. J. Vaughan.





Top Picture

Anniversary morn. Congratulations of the executive, merchandise and associated offices are extended to Mr. McCordick by Mr. Pinfold.



Centre Picture

Unveiled by Mr. Pinfold, this masterpiece by Eaton painters shows our G.M. reeling in a denizen of the deep. Mr. Alex Murray is on the alert to administer the coup de grace. This mural was a fitting background for the gift of fishing tackle.



Lower Picture

After the unveiling—Mr. McCordick with Mr. G. M. Eaton (left) and Mr. Pinfold.





Mr. Young (right) is congratulated by Mr. B. C. Scrivener, superintendent.

## MR. SAMUEL YOUNG

### Celebrates Fourscore Years with Eaton's

Unseen by the throngs of Christmas shoppers overhead, yet vitally essential to the smooth working of Eaton's is a busy world of packing, parceling, routing—the transfer and despatch system of which Mr. Samuel Young is head and where he has spent most of his long service with the Company. And here on Saturday, December 13th, he was honoured with a presentation of a Duncan Phyffe coffee table from the staff to mark his fortieth anniversary as an Eatonian.

The continual stream of trucks rumbling over the steel floor could not pause in its all-important job of supply and distribution. If it had, it wouldn't have seemed right to Sam Young. However, Mr. B. C. Scrivener, who made the presentation, spoke

above the busy hum with ease of long experience. He paid tribute to Mr. Young's efficiency and willingness over the years and to the loyalty of his staff.

Responding, Mr. Young thanked his fellow workers not only for their gracious gift but also for their splendid spirit of co-operation over the years. Then the staff in turn shook the hand of their chief, each saying in his own way "Congratulations."

Mrs. Young (the former Eleanor Bowsfield, china despatch) shared honours with her husband when she received a lovely bouquet as a memento of the occasion.



## WILLIAM (Billy) KING

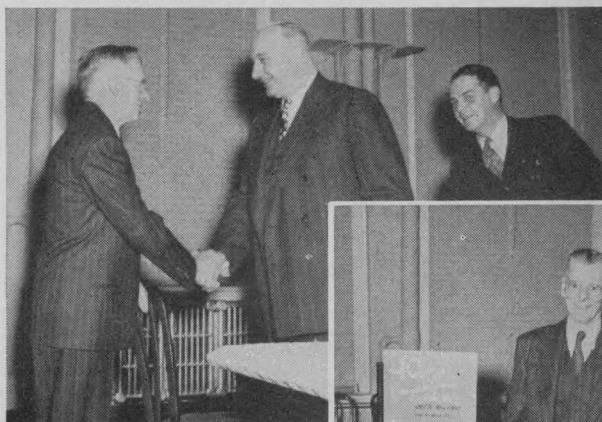
### Forty Years an Eatonian

'Most everybody around Eaton's, as well as a great many of the shopping public, know Billy King of the furniture department. Not merely because Billy is a real old-timer around the store, but also because of his friendly interest in others. Billy is spoken of as one of the most warm-hearted little Irishmen one could hope to meet in a day's walk!

Saturday, December 6th, was Billy's big day—his fortieth anniversary with Eaton's—and to honour him on this important milestone the furniture staff gathered in the assembly hall before store opening. Mr. A. Watson presided. After a brief tribute to Mr. King, he called on Mr. D. S. McKellar to make the presentation of a mantel radio and matching table. Mr. McKellar, in expressing the staff's congratulations to Billy, thanked the latter for his long record of loyal service. The staff's best wishes to Mrs. King were also voiced by Mr. McKellar and accompanying these was a lovely bouquet of chrysanthemums.

Billy King came out to Canada from his native Bushmills, County Antrim. His entire four decades with the Company have been spent with the home furnishings department.

A genial host, Billy has a fine summer home at Victoria Beach, where his friends are ever welcome.



Top Picture—Billy King receives the congratulations of his chief, Mr. D. S. McKellar. Mr. A. Watson looks on.

Lower Picture—Billy Smiles his appreciation for his anniversary gift of handsome mantel radio with matching table.







Mr. W. R. Patton



Mr. S. A. Murphy



Mr. John Picken

## "CLASS OF 1912"

### WILLIAM R. PATTON

One of our best-known mail order Eatonians, and a staunch "blue nose" from New Glasgow, N.S., who joined Eaton's away back in 1912, Mr. William Patton, freight shipping office, was honoured by his associates on November 18th, his thirty-fifth anniversary with the Company. The occasion was marked by the presentation to "Bill" of a handsome Gladstone bag. This was followed by a complimentary dinner tendered Mr. Patton at the St. Regis Hotel by the freight shipping office. Highlighting the evening was the gift of a leather brief case, presented by Mr. Galbreath, first assistant, on behalf of the gathering.

Like a typical Maritimer, William Patton served in the Royal Navy during World War I. Mrs. Patton, whom he married in 1916, was also an Eatonian, the former Gertrude Lloyd of 116 department. They have one son, William Jr., attending university; three daughters, Marion in the weather bureau, Peggy with the Manitoba Hospital Service Association, and Blanche with the provincial government (old age pensions). "Thus," says Bill with a twinkle, "due to placing my family in the proper places I am able to have suitable weather, hospital service and my old age pension when wanted."

Stamp collecting, veterans affairs and bowling are "Bill's" hobbies. His valuable work on the Eaton bowling executive is well known to our devotees of "rumble and crash."

### SAMUEL A. MURPHY

Shure ye'll be knowin' that friendly lad of the mail order complaint, the wan wid a bit of the brogue and the blarney—Murphy by name? Yez do? Well, on November 21st friend Murphy completed his thirty-fifth year of Eaton service. As a memento of the occasion Mr. Murphy was presented with an opulent-looking smoking jacket, a comfortable companion for his bachelor evenings. Mr. Jack Merrett officiated on behalf of the staff. A party in Mr. Murphy's honour followed in the evening at the home of Mr. Herb Graham. Old friends also remembered Mr. Murphy with individual tributes.

Born in Tyrone County, Ireland, on joining Eaton's Samuel A. Murphy spent about three years with the meat department and the remainder of his service with the mail order complaints. He served overseas with the 78th Battalion in World War I and went through some of the bitterest fighting without a scratch. Today he enjoys a good book and a spot of golf.

### JOHN PICKEN

Mr. John Picken of the service bureau, celebrated his 35th anniversary with the Company on December 5th. Mr. Picken was presented with a smoking stand from the department in recognition of the occasion. Mr. R. Clydesdale did the honours.

John Picken was born in Glasgow, Scotland. He started with the grocery office where he spent his first two years, the remaining years he has been with the service bureau where he specializes in "trouble shooting," or adjusting complaints.

Mr. Picken served overseas in World War I with the 19th division of the Canadian Field Artillery.

A man of quiet tastes, he is especially fond of gardening. Friends who sampled the thoroughbred tomatoes our hero grew last year, declared they'd never tasted any to equal these for luscious flavour. Here's hoping for more fine tomatoes next year, Mr. Picken.



Picture at Left—Early morning in the cash office. Miss Collins (centre) is honoured by her department.  
Picture at Right—Miss Hoover is congratulated by Mr. W. H. Matthews, supervisor.

## "CLASS OF 1912"

### MISS OLIVE COLLINS

One of Winnipeg store's best known cashiers, on Saturday, December 13th, Miss Olive Collins marked her 35th year of service with the Company. Miss Collins has spent her entire service in the cashier's department, the last six years at her post in the men's furnishings.

At this time of the year, she is active in training new Eatonians, and her friendliness and long experience make Olive invaluable in this work.

Miss Collins was born in Dominion City, Manitoba. Her leisure hours are willingly given to the many activities of the Home Street Church of Christ. On her anniversary day she was presented with a travel tray case in rich top-grain cowhide as a token of affection from her associates.

### MISS MADELINE HOOVER

"I feel proud to belong to such a great department and a grand organization for so long a time," said Miss Madeline Hoover, who celebrated her 35th anniversary with the Company on December 9th. Fellow workers presented her with a lovely wrist watch as a token of affection.

Madeline Hoover was born in Washington, Pa., and came to Winnipeg at an early age. Miss Hoover spent her first four years with the parcellers, one year with the watch repair wicket, and the remaining 30 years with the workroom, 1766 department.

Madeline enjoys skating, gardening and reading and these take up her leisure hours.

## MR. R. S. MCCORDICK RECEIVES TRIBUTES OF ASSOCIATES

(Continued from Page Eleven)

Montreal, Que.

The management of Montreal store notes with pleasure the significance and importance of December 16th, that day in 1912, when you first joined the Company, and sends heartiest congratulations on your proud record of thirty-five years' splendid service to the firm and to the community. Sincere best wishes, too, R. S., for the future. Cordially,

F. B. Walls.

Toronto, Ont.

Regret that it must be the spirit rather than the body which joins you to do honour to Mr. McCordick on the occasion of his completion of thirty-five years with the Company. Please convey my best wishes to him. Sincerely,

O. D. Vaughan.

London, England.

Your many friends this side welcome opportunity of offering congratulations on completion thirty-five years' service and extend sincere good wishes to you and Mrs. McCordick for the future.

Staff, European Offices.

Portlock.

New York, N.Y.

The New York office staff joins me in sending heartiest congratulations on your completion of thirty-five years with the Company, truly a wonderful record. We wish for you many more years of service. Our very best wishes to Mrs. McCordick and yourself for good health and happiness in the years to come.

W. C. Bores.

Moncton, N.B.

May your shadow never grow less nor your eyes grow dim. Congratulations on your magnificent record of service with the Company.

T. H. Howard.

Port Arthur, Ont.

All of us at the Lakehead join in extending heartiest congratulations on this anniversary occasion. May you have many more years of service with the Company and abundant good health and happiness for a long time to come.

J. A. Snowden.

Regina, Sask.

Congratulations and best wishes for the future. Thirty-five years—one-half a man's allotted span; your progress has been watched with admiration by us all. May good health and happiness accompany you for the rest of the way is the wish of all Regina.

Management and Staff.

Calgary, Alta.

The management, heads of departments and staff of the Calgary store join in extending sincerest and heartiest congratulations to you on completing thirty-five years of service with our Company. We have always deemed it a privilege and a pleasure to have worked under your guidance and supervision. May it be granted that we will be associated with each other for many years to come and that you will have abundance of health and happiness in the future.

H. McNeill. G. N. Hargreaves. J. Blair.

Vancouver, B.C.

Please extend to Mr. R. S. McCordick my heartiest congratulations and best wishes on this momentous occasion. I join with you and the other people gathered with you in wishing he may remain with the Company for many years to come.

H. L. Westman.

The evening ended with the singing of "For He's a Jolly Good Fellow" followed by three rousing cheers and a tiger!





Top Row—Left: Mr. and Mrs. Percy Stewart at the staff party—golf clubs and messages. Right: Mr. Hinch thanks Percy Stewart for his never-failing cheerful disposition and loyalty. Lower Row—Left: It was a big day for Clarence Saunders, too. Right: Stanley Norton is also a two-way veteran—World War II and Eaton's.

## JOHN P. STEWART

Remember an engaging, heavy-built young fellow with the friendliest of grins who used to toot a saxophone at Eaton dances and other fun fests? Percy Stewart is correct! On November 18th Percy completed twenty-five years with Eaton's—one of the youngest members of our famous Quarter-Century Club.

To make the most of the occasion, Percy's fellow workers in the candy factory rented a hall and "stood" Mr. and Mrs. Stewart to a party. Mr. Reg Hinch, head of department, presided, ably assisted by Mrs. Vera Norrington, Miss May Wood and Mr. Harold Rothwell. Dancing, with Hughie McVey calling off the intricate square dances, was keenly enjoyed, followed by a buffet supper.

Highlighting the evening was the presentation to Mr. Stewart of matched golf clubs. Mr. Hinch, on doing the honours, stressed Percy Stewart's abundant good nature and loyalty. "He was indeed an asset to the department and the Company," declared Mr. Hinch. "I am also glad of this opportunity to get the newer members of our department together," Mr. Hinch added.

A congratulatory wire from Mr. Ross Screaton, group supervisor, was read; also one from Mrs. Minnie Hall.

John Percy Stewart hails from Sewell, Man. Mrs. Stewart was Miss May Greaves of men's furnishings, mail order. Percy served overseas in World War II, going right through to Germany with the R.C.A. The saxophone now hangs forgotten in the basement. Golf is the big thrill. "They've been twenty-five happy years," says Percy, "and now I'd like to try for fifty!"

## CLARENCE H. SAUNDERS

Judging by the load of "loot" he collected from admiring friends on Monday, November 17th, Clarence Saunders (122 department, routing) had a wonderful quarter-century day! The gang of department 116 presented Clarence with a Gladstone bag, his fellow routers and checkers followed with a punch bowl set, a gift of bedding was the thoughtful expression of 122 department—and finally Clarence's bowling team added a Parker pen and pencil set for good measure.

A Winnipeg boy, Clarence H. Saunders started with Eaton's in the music department, mail order. A few months later he joined the mail order packing, where the remainder of his twenty-five years has been spent.

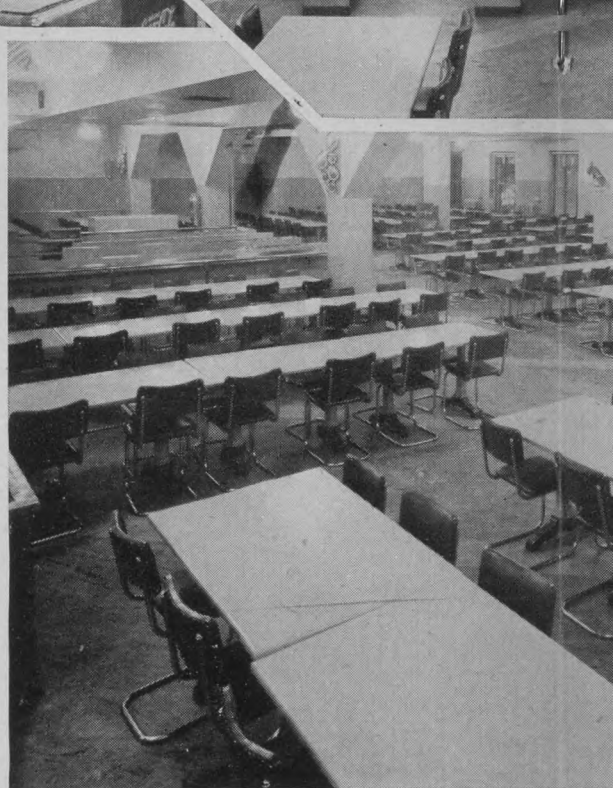
Mrs. Saunders was the former Lillian Tyson of 122 department, and they have one son, Gerald.

Mr. Saunders served with the C.A.B.C. and R.C.A.S.C. in World War II, rising to the rank of lance-sergeant. Sports are his dish—especially baseball, cricket and bowling.

## STANLEY NORTON

A member of our printing plant staff and a veteran of World War II, on November 30th Mr. Stanley Norton joined the Quarter-Century Club on completing twenty-five years with the Company. Stanley Norton was born in Croydon, England. During World War II he served overseas with the R.C.A.S.C., holding the rank of corporal. Mr. and Mrs. Norton have one daughter, Norma. "Many happy returns" to another young old-timer!

**"SOMETHING *New* HAS  
BEEN ADDED!"**



## Among the Many New Features

**For Increased Comfort, Cleanliness,  
Convenience and Quick Service—**

**Your Spacious New Lunch Room Includes—**

Over 500 comfortable new swing-type chrome-plated chairs, upholstered in washable leatherette.

New "supervin" inlaid linoleum throughout, in one of heaviest qualities made.

New ventilating system; new lighting; new electric refrigeration; new steam tables; new sandwich bar; new electrical ice cream freezer; new soda fountain; new coffee urns and other glittering new equipment.

The spacious and spotless kitchen has been repainted in snowy white. It also boasts of such new equipment as shining new work tables; new type vegetable bins; new refrigeration and power equipment to speed service. Especially notable is the dishwashing machine—one of the best models available.

## OUR STAFF LUNCH

SOMETHING TO BE

Whether it's a delicious full-course dinner, a cup of coffee or a friendly coke you're after—lunch time and relief periods become even more welcome breaks in the day's routine, thanks to the Company's thoughtfulness in completely remodelling and refurnishing our staff lunch room!

The basic colour is Milan green, said to be the most restful colour on the artists' palette! A contrasting shade of green accents its soft beauty. Working at nights, so as not to interrupt the lunch-room service, it took a dozen Eaton painters about two weeks to complete the redecorating. Total area of the redecoration to walls and





# LUNCH ROOM

## TO BE PROUD OF!

### Staff Acclaims New Lunch Room

The Following Letter is Representative of  
Eatonians' Enthusiasm for the Com-  
pany's Thoughtfulness

"Mr. W. G. B. Dailley,  
"Staff Superintendent.

"A group of women on the staff, including the Women's Committee, would like you to convey to the management an expression of appreciation for the great improvement in the staff cafeteria.

"The cheerful atmosphere produced by architectural changes, better lighting, better ventilation, artistic color scheme, new chairs, and other features, is commented on by all. It is indeed a pleasure to use this service! We feel sure that the change improves the morale of both old and new staff members.

"From and for Eatonians, we say, thanks very much.

"Ruth Spurway."

ceiling alone, was 1,500 square yards. The redecorating of 126 tables was another big job. And after that came the complete repainting of the big, roomy kitchen.

More spacious, remodelled and refurnished in the modern trend, our lunch room boasts of much new equipment and many new features. Thus it is ready to meet the challenge of the Christmas shopping rush when over 7,000 dinners, snacks and other refreshments are served to Eatonians daily—not to mention the many others who drop in for a smoke on relief periods.

Yes, our Eaton staff lunch room is something of which to be mighty proud! Apparently there's nothing too good for Eatonians!

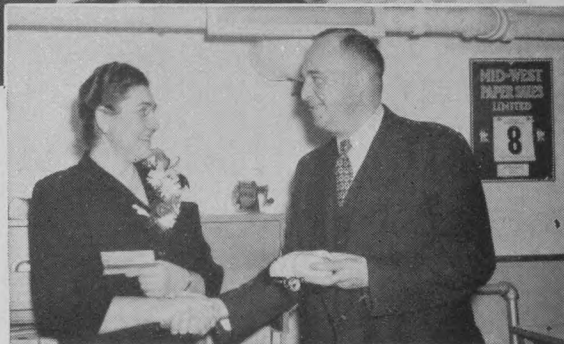
## Quarter-Century Honours

## MISS AMELIA SCHULTZ

A flurry of excitement stirred the busy calm of the drugs office as on Monday morning, December 8th, we climbed the mezzanine stairs. Here we found Miss Amelia Schultz with the suspicion of a happy tear in the corner of her eye and Mr. G. P. Blakeman saying a lot of nice things about her loyalty and devotion to the department.

The occasion was Miss Schultz's twenty-fifth anniversary with Eaton's, and on behalf of the staff, Mr. Blakeman presented her with a beautiful wrist watch. Despite that tiny aforesaid tear that threatened to trickle into the gorgeous corsage she was wearing, our heroine looked very happy indeed. Almost as thrilled, in fact, as if she were cooking a dinner for the entire drug department—and cooking, they tell us, is Miss Schultz's forte.

Born in Edmonton, Alta., Amelia Schultz has spent her entire Eaton service with the drug department, where she is in charge of the shaving goods. A dependable, conscientious Eatonian, Miss Schultz takes a keen interest in her customers and is untiring in her efforts to please them.



Top Picture—"Isn't it a dream!" Miss Schultz (left) shows her gift to an admiring group.

Lower Picture—Miss Schultz is presented with a lovely wrist watch from the staff. Mr. Blakeman does the honours.

## MISS JESSIE M. DEVINE

One of the originals of the economy self-serve garments department, Miss Jessie May Devine celebrated her 25th year with the Company on Monday, December 8th. In honour of the occasion, Miss Devine was presented with a camera and a lovely bouquet of roses. Mr. C. W. Bradshaw made the presentation on behalf of the department, assisted by Mr. J. W. Baker.

To top off her big day, a dinner was held for Miss Devine at Moore's that evening where she was the recipient of a dress pin from the self-serve staff as a further memento of her joining the Eaton Quarter-Century Club.

Born at Mowbray, Manitoba, Jessie Devine started with Eaton's as a parceller. Today she is a highly regarded member of the basement self-serve garments section, where she has a signature.

During that long quarter-century holiday ahead, she is planning a trip to the west coast. Happy holidaying!



## MISS MARGARET MATTHEWS

A valued member of the gloves and hosiery staff for over twenty years, Miss Margaret Matthews celebrated her quarter century of Eaton service on November 10th. Miss Matthews tells us she was thrilled to receive her quarter-century watch from the Company, while the presentation of a lovely handbag from her associates made November 10th a memorable day indeed.

Manitoba born, Miss Matthews started with Eaton's as a parceller in the mail order. Apart from this, her entire service has been with the glove counter. Here she has made many friends and built up a large clientele of regular customers who value her judgment and experience.

## "IF"—(Not by Kipling)

If all the seas were made of beer, and all the land were cheese.  
And lobsters grew already cooked, like leaves upon the trees.  
If bank notes fell instead of rain, and all the grass were gold.  
And summer days were not too hot nor winter ones too cold;  
If houses sprouted in the night, and motor cars cost nil,  
And everyone were full of vim and no one ever ill;  
If fowls laid ninety eggs a day, and work was not for men,

And everyone lived to be three thousand years and ten,  
If every man had thirty wives and all of them were dumb,  
And diamonds grew like hazel nuts and cows provided rum;  
If cigarettes were three feet long, and politics were barred,  
And loaves of bread were thick as logs, and measured by the yard;  
Ah, well, 'twould be a merry world, but some perverted owl,  
Some pessimistic bally fool would still find cause to growl. —Thanks, C.P.R. Bulletin.



# The Power of a Smile!

"Thank you very much. Good morning!"

The fifth-floor salesperson spoke clearly, distinctly. Her voice had a pleasing warmth—a ring of genuine friendliness. But best of all—her face lit up with the sunniest of smiles! That infectious kind of a smile that expresses itself in the eyes as well as on the lips.

Its radiance caught the eye of a passing carrier boy. From him it was reflected to a parcel-laden gift shopper in his path. She, in turn, passed it on to a ruddy-cheeked salesman at the fresh meat counter. The salesman added a cheery word to it for good measure, then promptly passed it on to a small boy who was shopping for mother. And so ad infinitum!

That gave us an idea! Why not go smile hunting?

So, from floor to floor, we went searching for smiles—the smiles that win friends for ourselves and the store! The warm, friendly smiles behind the counters that seem to say, more eloquently than words: "You are our invited guests—we're glad to see you—do make yourself at home!"

It was an exciting game—we counted hundreds of smiles in every corner of the store. But we believe we could get a still larger score if everybody would join in the game!

## Speaking of Smiles—



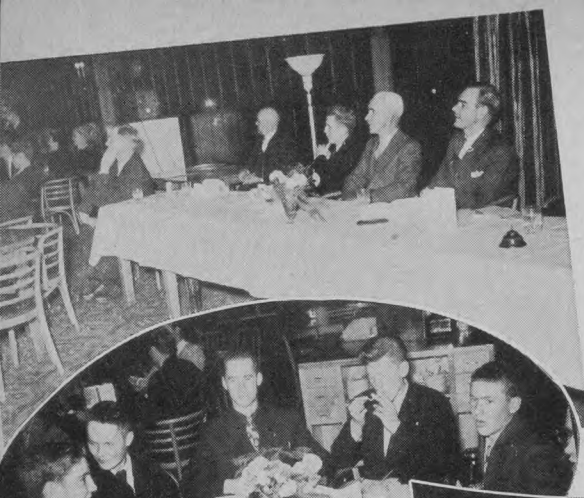
—Here's one from Nola Margaret, 5 years young. One of the James girls, Nola's daddy is Frank James, bake shop. Her sister, Roberta (on back cover), shows how to smile when you're an "old lady" of six months.

## Why Should We Smile

- Because—a smile is the most contagious thing on earth! It infects our fellows with our belief in ourselves and the goods we are selling!
- Because—like the quality of mercy, "it blesses him that gives and him that takes."
- Because—like a pebble dropped in a pond, its ever-widening influence radiates goodwill—hope—courage—till it literally changes the face of the whole world.
- Because the shopper looks at our faces for cues to help her interpret the meaning of our words.

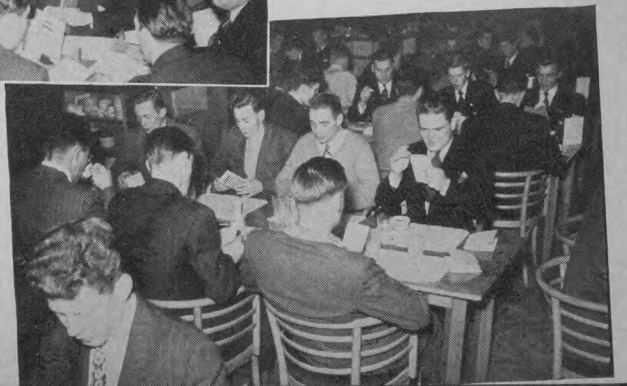
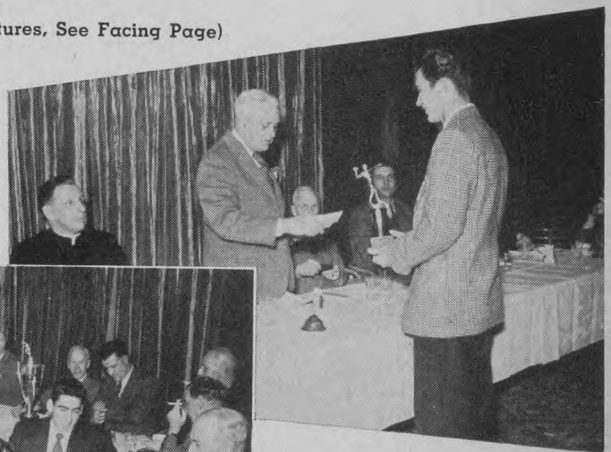
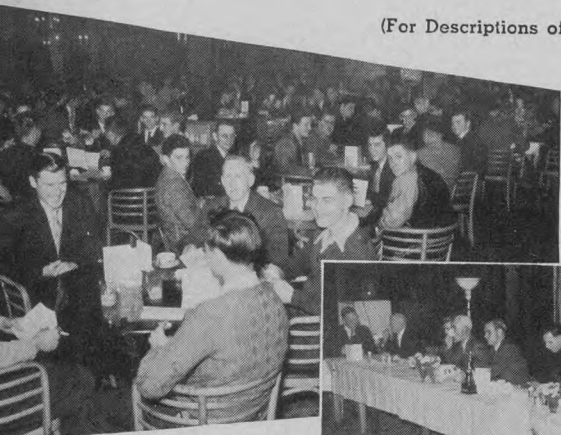
A friendly smile in our approach—a look of genuine pride in displaying our merchandise—these are the very foundation stones upon which we build up our sales. So let us "hitch our wagon to a star" and smile!

Sometimes a mechanical smile or overhanging frown are on us before we know it. A good idea for overcoming this is to start with a smile in the morning before our mirror. Then do a "daily dozen" through the day, whenever we feel our meanest! It's the greatest exercise ever! Try it!



## Stars of the Gridiron Honoured at Complimentary Dinner

(For Descriptions of Pictures, See Facing Page)



## "HOLD THAT LINE!"

### Winners and Runners-up in Inter-High School and Provincial Rugby Leagues Are Guests of the Company

#### Rah! Daniel!

Youth, sports-loving, fun-loving Canadian youth, broad-shouldered young stars of the gridiron, breezed into the grill room on Thursday evening, November 20th, 175 strong, to attend a complimentary dinner as guests of The T. Eaton Company.

The celebration was in honour of the Daniel McIntyre Collegiate rugby squad, winners of both the inter-high school and the provincial rugby championships; St. Paul's College, runners-up in the provincial league, and Gordon Bell, runners-up in the inter-high school league.

The chairman was Mr. R. J. Fry, who introduced the following guests at the head table: Mr. Ewart Morgan, assistant superintendent of Winnipeg Schools; Mr. Robert Jarman, director of physical education, Winnipeg Schools; Rev. Father Ryan, athletic director of St. Paul's College, representing Father Monahan, rector of the college; Mr. W. A. Kennedy, donor of the Kennedy Trophy; Mr. H. G. Walker, representing Mr. O. V. Jewitt, principal of Gordon Bell High School; Mr. W. Oliver, principal of Daniel McIntyre Collegiate; Mr. A. Currie, coach of Daniel McIntyre squad; Mr. A. R. Tucker and Mr. W. L. Palk of Eaton's, and senior councillor Bruce Hill of the junior executive.

#### Trophies Presented

The Kennedy Trophy, emblematic of the provincial rugby championship, was presented by Mr. W. A. Kennedy, donor of the cup, and was received by Andy Heberton, captain of Daniel McIntyre rugby squad. The Eaton Trophy was presented to the co-captain, Ed Bortnak, by Mr. R. J. Fry on behalf of the Company. This trophy is emblematic of the inter-high school rugby championship.

#### Descriptions of Pictures on Facing Page

Top Row, Left Picture—Left to right: Messrs. Ewart Morgan, Bruce Hill, W. Oliver, W. L. Palk. Right Picture, head table, left to right: Mr. W. L. Palk, Rev. Father Ryan, Messrs. R. J. Fry, W. A. Kennedy, H. G. Walker, A. R. Tucker, Robert Jarman.

Second Row—Left: Here's a husky handful. Centre: Mr. W. A. Kennedy presents the Provincial Rugby Championship Trophy to Capt. Andy Heberton of Daniel McIntyre. Right: "Let Me Call You Sweetheart" was sung with dramatic fervor (?) by the head table.

Third Row—Left: More gridiron stars. Centre: Facing camera in foreground is Paul Cholakis, junior executive and coach of Daniel McIntyre. Right: Mr. R. J. Fry presents the Eaton Trophy, emblematic of the inter-high school rugby championship, to Co-Captain Ed Bortnak.

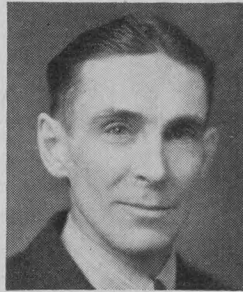
Lower Row, Left to Right—A glimpse of those "Daniel Mac" stalwarts.



Mr. Rudolph Bieber

### QUARTER-CENTURY HONOURS

(Continued from  
Page Eighteen)



Mr. Edward Roberts

### RUDOLPH BIEBER

Is there something familiar about the name? Yes sir, Mr. Rudolph Bieber (jewellery workroom), "Bieb" to his friends, is the proud father of Andy and Gordon Bieber, prominent members of Winnipeg's famed Blue Bombers!

On Tuesday, November 25th, Mr. Bieber celebrated his quarter-century anniversary with Eaton's—all spent with the jewellery workroom. As a memento of the occasion, Bieb's fellow workers ganged up on him with a smoker's stand that is the "real McCoy." He also received a number of individual gifts.

Besides sons Andy and Gordon, Mr. and Mrs. Bieber have a married daughter, Mrs. McMurdy, and four grandchildren. Bieb's long holiday plans are undecided, but he'll likely hit for the "wide open spaces" where pine forests beckon and trout lurk deep in silent, unrippled pools.

"Meanwhile," says 1766, "we wish our good friend Bieb the best of luck and many happy returns."

### EDWARD ROBERTS

On December 1st, 1922, Mr. Edward Roberts started with the city despatch as extra help for the Christmas rush and, says he, "I have seen many rushes since!" Winnipeg born, Mr. Roberts started in despatch department, where he spent three years, followed by seventeen years with the delivery department. This last five years he has been with the furniture delivery. "And," says he, "I have made many friends in each department."

His family—Alan, 6 years; Judy, 3 years, and Marilyn, 1½ years—occupy most of his leisure hours. However, he still finds time for curling and gardening.



## CURLING CLANS GATHER!

**Big Season Ahead With 90 Eaton Rinks Already in Action and More To Follow!  
Both Men's and Women's Leagues Stage Social Evenings**

"It won't be long now," said an old-time Eaton curler, with a happy gleam in his eye as he gazed through the glass partition at six brand new sheets of ice in the making. That was the night of November 22nd at the Civic-Caledonian rink where a rousing get-together of our men curlers was in progress.

President Syd Florence was at the controls, assisted by Secretary Bill Irwin and committee. Guests of honour were Messrs. "Googs" Hindle, president of the Civic-Caledonian and George Hutchinson, Civic-Caledonian, executive member; N. Todd, ice master, Granite club; G. Thompson, Grain Exchange club; with Mr. A. D. MacDonell representing the Company.

A goodly crowd of our curling old-timers were on hand as well, adding to the pleasure and success of the evening. Past Presidents Earl Ramsay and Jack Thompson, for example; also George Paull, Joe McLellan, Ken Barling, Fos Johnston, Perc Longstaffe, Jack Kellas and a host of others who have helped to build up the Eaton club and sustain it during the difficult war years. After a greeting by Mr. MacDonell, who hoped the new season would be like Barnum and Bailey's circus slogan: "bigger'n better'n ever," Walter Scott took over the mike and ran off a rollicking programme of entertainment. A buffet supper topped off this real he-man evening.

### Girl Curlers Have Party, Too

Not to be outdone by the men, the Girls' Curling League started off the new season with a get-together and social evening on Friday, November 28th, in the Civic-Caledonian club rooms. President Louisa Maughan greeted her guests with the friendliest of smiles and what with dancing and scrumptious eats, the hours whisked away all too soon!

Top Row—Left: By the wall we see Alex Cranston, "Dinty" Moore and that champ of many a battle, Ken Barling. Perc Longstaffe in the foreground, Churchill-like puffs the inevitable cigar with obvious enjoyment. At left front: J. Briggs. At right front: Jim Roberts. Right: Fos Johnston, George Paull, E. Forrest and Jack Thompson, past president.

Lower Row—Left: Guests of honour—George Hutchinson, (Syd Florence, president), N. Todd, A. D. MacDonell and "Googs" Hindle. Centre: A glimpse of the gathering. Right: Clayton Tucker (drivers' group) and Secretary Bill Irwin exchange reminiscences.

### Soop'er Up!

And now, with perfect curling weather, Eaton rocks are gliding over the hogline at four different clubs.

The Men's League has 54 rinks curling at the Civic-Caledonian and the Grain Exchange clubs on Monday, Tuesday, Wednesday and Thursday nights and Wednesday afternoons. Bill Irwin (transportation office) is the keen, capable and hardworking secretary.

The Girls' League has 16 rinks, 10 on Civic-Caledonian ice Thursday nights, 5:30 to 7:30 o'clock, and six at the Fort Rouge club on Wednesdays. The gals also have a "spare board" of 16 curlers. Any girl wishing to curl should contact Ruth Bardal, secretary, wages office, or ice convenors Madeline Doyle (supply) or Mary Moore, 173 mail order.



The despatch gang also have 12 rinks lined up, and the carpenters'-painters' club is again in action at St. Vital with eight rinks.

Department 300 is again organizing for its annual battle of the Elders' trophy and expects to muster 24 rinks of gals and guys. That's an impressive army of curlers, folks, 114 rinks all told and representing nearly 600 Eatonians. Have fun, everybody.





## "And So They Were Married"

Smiling and radiant brides here include Thora Godbold, now Mrs. Roland Page, and Valera (Brown) Fraser (top left). Mrs. Page was married November 27th and was presented with a set of dishes from her department. Mrs. Fraser, a November 29th bride, received a gift of linens from office friends. Both girls were with the mail order contract accounts.

Miss Ethel Murray, general office (top right), shown standing beside her confetti-laden desk, became Mrs. Bob McDougall November 24th. Her office gifts included a gift of woollen blankets and silverware. Shirley Bateman shakes hands with Mr. L. E. Summers, cash office (centre), as friends gathered to wish her the best of everything as Mrs. Ronald Lee. Mrs. Lee received a gift of linens from her department. Prior to her wedding on November 18th, Helga Danielson (lower left) was presented with a gift of blankets by Mr. G. P. Blakeman (drugs). Office friends also presented Mrs. Arthur Cann with bedding and a lamp.

Photo at lower right shows Molly Langford receiving congratulations from Mr. R. B. T. Whitbread (see page twenty-six).

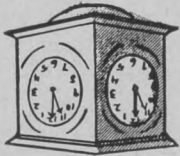
### NIKKEL-ENNS

The charming wedding photograph below is of Mr. and Mrs. Henry Nikkel, who were married at Bethel Mission on November 8th. Mrs. Nikkel was Miss Ann Enns. Mr. Nikkel is with our Alexander Avenue warehouse.





### MAIN FLOOR



Mr. Gordon Ray (economy home furnishings) and Mrs. Ray, had a little "ray of sunshine" weighing 7½ lbs. So far the little fellow has been named Kenneth. Congratulations.

Hope to hear Mrs. Greig (homefurnishings) is back soon. The department misses you, Mrs. Greig.

Shirley Akerstream (gloves and hosiery) left for Vancouver and the department took time out from their Christmas rush to present her with a blouse and scarf. Mrs. Wintink held a department party in Shirley's honour where they presented her with a compact and their best wishes. Best o' luck, Shirley.

Mrs. Grace Brang was married last month and is now Mrs. Nichol. Congratulations, Grace.

### HELLO, CHAMP!

Congratulations to our Albert Krienke (books and stationery) on catching a place with the team winning the trophy in the Gibson five-pin classic.

\* \* \*

### THIRD FLOOR



No, it isn't raining in the D.A. but there has been a shower. Miss Mildred Schwain bride-elect of December 13th, and Miss Maida McEwen, who has chosen Christmas Day for her big event, were honoured at a luncheon given by the girls of the department on December 3rd. Mildred was presented with a chenille bedspread and Maida received a table lamp. Both girls were given the best wishes of the department.

Mr. H. J. Thomson (D.A.) was welcomed back to the fold after his recent illness.

Bill Porter (sporting goods) is a proud poppa for the second time—a boy, Richard Allan, born November 27th. Congratulations, folks.

Mr. C. Morris, (washing machines) is a father for the fourth time. He should get acquainted with Bing Crosby, as this makes his fourth girl! Heather Gladys, born November 5th. Congratulations, Mom and Pop!

Miss Maud Green (china office) is wearing a lovely diamond. Congratulations, Miss Green.

The night before Christmas will have even added significance for Vi McCorkell (grocery office), for that will be her last working day before her marriage. On December 27th, Vi becomes Mrs. James Einarsson. and after her wedding leaves to make her home in Toronto. Office friends held a luncheon for the bride-to-be December 27th.

Grocery office girls also met at the Homestead to honour Mrs. Elsie (Seepish) Ewanchuk, who was recently married. Mrs. Ewanchuk was formerly in the biscuit counter.

The whole grocery office sincerely wishes Mr. Roland Bowers speedy recovery from his illness, and hope he will be fit and fine for the holiday season.

Nan (Moonie) Eadie, who was married November 29th, will undoubtedly be wearing mink coats before very long. Her husband's in the business of raising mink, and the happy couple have settled in the Springfield district. Nan's friends had a shower for her at the home of Florence Kells. Her department presented the bride with a pair of blankets.

\* \* \*

### FIFTH FLOOR

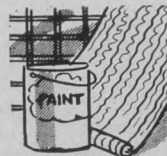
We were very sorry to hear Mr. Harry Graham's wife has been seriously ill. We hope to have better news of her soon, so that Christmas will be a merry one for both.



Cupid must hover near the lunch room office and its workers. December will see three of its members happily married. Dorothy Pearson (hostess shop) will leave December 13th to be married, and December 17th Rita Fisher (lunch-room office) will also leave to become Mrs. Cliff McLeod. Office friends presented both girls with a gift of bedding. Also a December bride-elect is Miss Shirley Moutray (grill room) who will leave December 29th.

\* \* \*

### SIXTH FLOOR



Miss May Middler (drapery department) is wearing a lovely diamond now and she has a sunny smile that plainly says "he's the most wonderful guy in the world," and we bet he is, for he's won a wonderful gal. Congratulations, May.

"A stag? You bet! Where?"

"Why, we always have them at Herb Cooper's!"

And so the men of the drapery department set out to celebrate two recent department promotions. Mr. J. Price, a former Edmontonian, was heartily welcomed into the fellowship as head of department. Mr. H. Cooper was presented with a pen and pencil set in honour of his appointment to group manager.





## SEVENTH FLOOR



Miss Mildred Burton (electrical supply department), a bride-elect of December 6th, was guest of honour at a shower held at the home of Miss Margaret Stewart, where she was presented with two lovely wool blankets from her business associates. She also received a trilight lamp from the department with their best wishes for her happiness. Congratulations to you, Mildred, and your lucky man!

"She's too fat, she's too fat, she's too fat for me!"—she may be too fat, but the jivers of the music department definitely "lean" toward the solid side. Who is the ardent fan who plays the record all day long? But it's good.

## ALEXANDER AVENUE WAREHOUSE

The staff extends sincere sympathy to Mr. Clarence Bell (department 70), whose mother, Mrs. Margaret Bell of Stonewall, Man., passed away on Friday, November 28th, at Stonewall after a short illness at the age of 82 years.

## HELLO, BADMINTON FANS!

An Eaton Badminton club, playing at the Winnipeg Badminton Club, has been formed in the store with Mr. R. Harding (203) as president and Miss Shirley Baldner (expense office) as secretary-treasurer. The members play, when possible, on Wednesday evenings between 4:00 and 7:00 p.m.

## IT'S A GIRL!

Belated congratulations to Ems Long (notions) and Mrs. Long on the birth of a daughter, Katherine, born on October 5th. Mom was Margaret Robertson. Granddaddy is Mr. Duke Long, a member of the mail order for 44 years and now retired.



## Ever Been in "Ghost Town"?

The two pictures above are from the vacation album of Mrs. Lavers (300 department). With her brother, Percy Smith (western buying) Mrs. Lavers covered a lot of desert and California territory this summer.

Top picture shows Tom Breneman's famed restaurant, well known for those breakfast broadcasts. Lower picture shows a couple of "fortyniners" telling Mrs. Lavers about the "gold in them thar hills." This is an interesting feature for tourists at Ghost Town in Buna Park, "Californy."

Incidentally, the two old-timers have hearts of stone—in fact, they're "stone dead."

## A BOXING DAY DATE FOR CURLERS

Eaton men curlers are playing their first games in the McGee Memorial Trophy playdowns on the morning of Boxing Day, December 26th, at the Grain Exchange and Fort Rouge Curling Clubs.

## TRACK! Bluebirds Gather for First Flight!

Skiers, 75 strong, members of the Eaton Bluebird Ski Club, piled into buses, December 10th, and headed for the Edgewater Rendezvous. The day's fun included a cross-country hike to St. Vital Park for an hour's skiing, then back to the Rendezvous for a steaming hot dinner. Following members were elected to the 1947-48 executive:

Hon. President: Mr. B. C. Scrivener  
Hon. Vice President: Mr. H. Aseltine  
President: Mr. Bill Spenceley  
Treasurer: Mr. Ernie Gould  
Assistant Treasurer: Mr. Barrie Bougher  
Secretary: Miss Grace Martin

Membership: Miss Alison Croft  
Publicity and Transportation: Mr. George Gould, Miss Jennie Whitehead  
Social: Mr. Reg Hind, Miss Verna Blaikie  
Competition and Equipment: Mr. Henry Gilbert, Mr. Vic Garbutt  
Mail Order Representative: Mr. Leo Clark

Mr. Aseltine, president and founder of the club, thanked Mr. Spenceley for his assistance during the past year. Ski pictures were shown following the meeting by Mr. Ernie Johnson. The evening concluded with dancing.





## THIRTY-SEVEN YEARS AN EATONIAN

### Miss Maude Tate Honoured on Retirement

After nearly four decades of devoted service with the Company, Miss Maude Tate (mail order exchange department) has decided to be a "lady in retirement" and to take a richly earned rest. In honour of "Maudie," as she is affectionately known to her many friends, a dinner was held at Moore's restaurant on Friday evening, November 28th.

On this occasion she was presented with a cosy dressing gown as a memento of affection from the gathering. In addition, Miss Tate was also the recipient of a handbag and a number of individual gifts of remembrance from her associates.

A quiet-mannered, kindly Eatonian of long experience, Miss Tate will be greatly missed both by her department and a legion of admiring friends around Eaton's. These join in wishing her health and happiness in the holiday season and the years ahead.

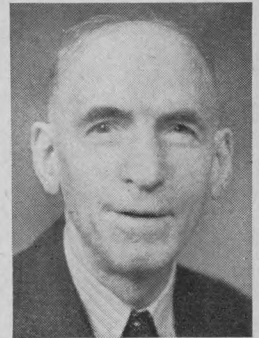
health and happiness in the holiday season and the years ahead.

### Wisely Brown Calls It a Day

At 11:30 on Monday night, November 28th, Mr. Wisely Brown shook hands with his pals of the night staff and retired from active service with the Company.

Wisely has decided that when a fellow gets to 68 years of age it's time to take a rest. As a parting gift, his fellow workers of the caretaking staff presented Wisely with a fine club bag and well-lined wallet, both of which sent him on his way rejoicing. Mr. Dan Galbraith, head of department, did the honours.

Born in Aberdeen, Scotland, Mr. Brown joined Eaton's 28 years ago and his entire service has been with 132 department. He served overseas in World War I, is married and has one daughter. Best wishes to another staunch old-timer!



"To Members of the Eaton Riding Club:  
"A most joyous Christmas, with my very best wishes for health and happiness in the New Year.  
"Bud' Davidson,  
"President, Eaton Riding Club."



Where there is a twinkle in the eye, there is a spark of heaven in the heart!

\* \* \*

#### Pines: The Perennial Props

The pines are part of autumn's tapestry;  
They tone the red and amber glow,  
They then remain to shield some naked tree,  
Or be stark background for the snow.

—Mary Jane Berry (New York Sun)

\* \* \*

Stand up to be seen,  
Speak up to be heard,  
Shut up to be appreciated.

### MARY (Molly) LANGFORD LEAVES TO BE MARRIED

(See Picture on Brides' Page Twenty-Three)

A very capable and highly regarded member of the wages office was the honoured guest at a number of events during the latter part of November. On November 14th at an office party, Miss Langford was presented with a beautiful wall mirror and on November 22nd, just prior to her leaving, Mr. R. B. T. Whitbread, on behalf of the wages office, made a presentation of blankets and linen.

Mr. Whitbread thanked "Molly," as she is affectionately known to her associates, for the excellent work she has done. "Although it was a very happy event," said he, "the office was extremely sorry to lose such a fine member of the staff—not only had she been an asset to the office, but while in the forces for four years, had done a most creditable job overseas."

Molly will also be greatly missed in the curling, golfing and singing activities around the store.



## If You Have Boys In Your Family

### You'll Enjoy This Description of a Boy

- After a male has grown out of dresses and triangles, and has acquired pants, freckles and so much dirt that relatives don't care to kiss it between meals, it becomes a boy.

- A boy is Nature's answer to the false belief that there is no such thing as perpetual motion. A boy can run like a deer, swim like a fish, climb like a squirrel, balk like a mule, bellow like a bull, eat like a pig, or act like a jackass, according to climatic conditions.

- The world is so full of boys that it's impossible to touch off a fire-cracker, strike up a band, or pitch a ball without collecting a thousand of them. Boys are not ornamental; they're useful. If it were not for boys, the newspaper would go undelivered and unread and a hundred thousand picture shows would go bankrupt.

- The boy is a natural spectator; he watches parades, fires, fights, football games, automobiles and planes with equal fervour. However, he will not watch a clock.

- A boy is a piece of skin stretched over an appetite. However, he eats only when he's awake. Boys imitate their Dads in spite of all efforts to teach them good manners.

- You can absolutely rely on a boy if you know what to expect.

- Boys are very durable. A boy if not washed too often and if kept in a cool, quiet place after each accident, will survive broken bones, hornets' nests, swimming holes, and five helpings of pie.

- Boys love to trade things. They'll trade fish hooks; marbles, broken knives and snakes for anything that is priceless or worthless.

- When he grows up he'll trade puppy love, energy, warts, bashfulness and a cast-iron stomach for a bay window, pride, ambition, pretense and a bald head and will immediately begin to say that "boys aren't what they used to be in the good old days."

—Thanks to National Paper Goods, Limited.



He can balk like a mule . . .



A boy is a piece of sk'n stretched over an appetite.



He trades "puppy love" and warts for a bay window and pride.

## Sales Meetings—Sunny Side Up

"Breakfast sales meetings," is a suggestion put forth by (guess who) none other than the Cereal Institute Inc. The source of the idea might lead to the suspicion that it's an offshoot of a wheatie or puffed rice campaign. But the idea sounds like a good one, anyway. Here's why.

An early breakfast meeting leaves the busy person practically a full workday. It makes it possible to put resolutions passed at the meeting into immediate effect.

Energy is at its height in the early morning. Everyone arrives with enthusiasm and vigor, eager to tackle the first order of business—at breakfast.

More business can be accomplished in a shorter time at the breakfast table. A meal and meeting that may require all evening or several hours at noon can be completed at breakfast in about an hour.

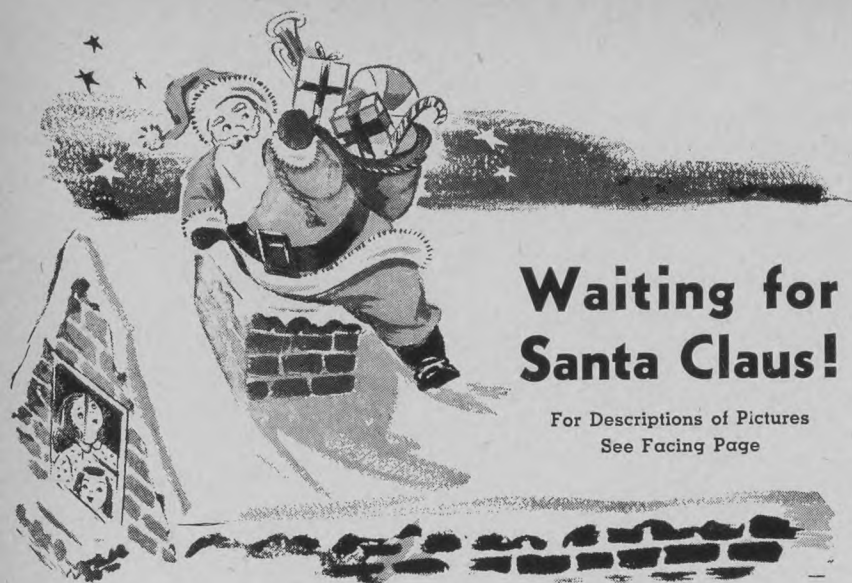
Breakfast is served more quickly than a luncheon or dinner meal.

It is easier to obtain reservations for breakfast than for luncheon or dinner. Breakfast time finds most restaurants far from capacity. At that time they can give better service, and any special attention required.

—Advertisers' Digest.

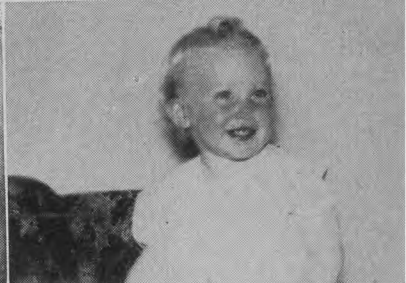
Breakfast parties have long been in vogue here at Eaton's—even at 30 degrees below.





# Waiting for Santa Claus!

For Descriptions of Pictures  
See Facing Page



## "'Twas the Night Before Christmas.."

The starry-eyed little faces on the opposite page are eagerly waiting for Santa Claus. All of them are 100% Eatonians. Yes, some are even 200%—by virtue of their daddies and granddaddies being with the Company and their mommies former staff members.

### Descriptions of Pictures on Facing Page

Top row—right: Brian Muirhead, 26 months; daddy, D. G. Muirhead (mail order merchandise).

Second row—left: June Lindsay, 3 years; Jim Lindsay, 10 months; daddy, James Lindsay (head of department, juveniles; mother was the former Marjorie Johnson (wages office)). Centre: Patricia Gail Johnson, 2½ months; daddy, J. Johnson (44 mail order); mom was Shirley Johnson (116). Right: Janet Brown, 16 months; daddy, R. Brown (head of department 74 mail order); mom, the former June Miller (274).

Third row—left: John Wm. Hill, 20 months; daddy, Sam Hill (first assistant, boys' clothing). Circle: James Ryan, 1 year; daddy, Mr. J. Carsen (department 61); mother was Margaret McCune (fancy goods W.R.). Right: Tony, 5; Margaret, 22 months; Gaye, 3½; daddy, Jack Wharrie (painters); mother was Della Haines (foodateria); grandpa, Herb Haines (head of night watchmen).

Lower row—left: Marilyn, 4; Carol, 20 months; grandpa, Bert Mudge (boys' furnishings). Centre: "Pat" Rae, 1½ years; Terry, 4; daddy, Vic Taylor (gloves and hosiery); mommy was Rae McClenaghan (basement store); granddaddies, Mr. Tommy Taylor (engineers), Mr. John McClenaghan (research bureau). Right: Brian Rowe, 4 years; Garnet Rowe, 3 years; grandma, Mrs. J. Daniels (300).



"The wheel of a toy locomotive was removed from the stomach of a boy in Sarnia."—London Free Press.—The kids will eat anything but spinach to get their iron.

\*

Face the light and the shadows will fall behind you.

\*

Friendly service well given is goodwill well won.

Serve others as we would like to be served.

An ounce of demonstration is worth a ton of talk.

\*

It has been said that the rest of four days depends on the rest of four nights. You can work the rest out for yourself.

\*

By the street of "by-and-by" one arrives at the house of "never." —Cervantes.

\*

A friend is a present you give yourself.

—Stevenson.

\*

The most utterly lost of all days is the one in which you have not once laughed.

\*

—Old French saying.

No person will have occasion to complain of the want of time who never loses any.

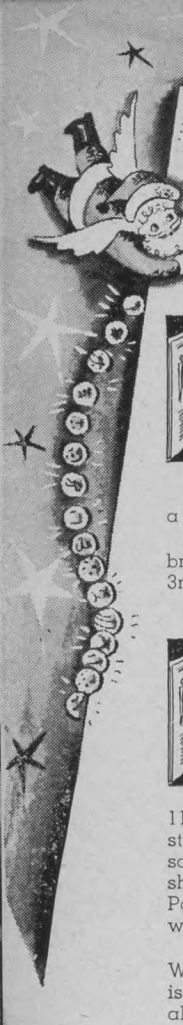
\*

—Thomas Jefferson.

### SNOW HAPPY!



A real Winter gal is wee Mary Nicholl, niece and namesake of Miss Mary L. Nicholl (113 department). This lovely Manitoba snow scene was photographed near Manitou in the Pembina valley.



# Seen and Heard in the Mail Order

By M. Ominski and T. Scott



Marian Brady left 113 department on November 29th to become the wife of Mr. W. Mobberley, from Sioux Lookout. To celebrate the occasion, Marian was presented with two lovely vases from the department and a Coal-port china dish from the girls.

Congratulations to Lena Patton who received a beautiful diamond ring from Harvey Wagner.

Congratulations to Bob Ballentyne who celebrated his 30 years with Eaton's on December 3rd.

\* \* \*

By H. Roome



Friday, November 21st, was an eventful day for Samuel Armstrong Murphy of the mail order adjusting department, when he celebrated his 35th anniversary with Eaton's.

In addition to events reported on page thirteen, the boys of 118, 118A and 119 departments held a surprise stag party in Sammy's honour. Needless to say, the surprise was complete and after the shower of congratulations a presentation of a Parker pencil and a half dozen wine glasses was made to the guest of honour.

Private and Confidential to all single gals—With Leap Year just around the corner, Sam is still single and has a lovely little apartment all his own!

Best wishes to Elsie Walsh on her recent engagement.

We are sorry to have Dave McPetridge on the sick list. We all wish him a speedy recovery and that he will be back with us soon.

Welcome to Mrs. Jervis who is visiting here from Yorkshire, England, and is helping us out during our busy season, also to the other new members in the department.

By D. Hunt

Mae Proutin was married on November 1st to John Linney at Tabernacle Baptist Church. Mae was presented with towels and linen from the department. Good luck, Mae and John.

Thora Godbold left Saturday, November 22nd to be married November 26th to Roland Page. Thora's gift from the department was dinnerware and many other gifts.

Two lovely diamonds made their appearance in 116. The happy girls are Marie Page and Anne Waytink. Congratulations, girls.

Valera Brown left 116 on Saturday, November 22nd to be married on November 29th at St. Mary Magdalene Church, St. Vital, to Mr. Fred Fraser. Val received linen from the department. Best wishes, Val and Fred.

By D. Slack

Mail order cash cage: We are sorry to learn that Gladys Cook's mother is ill, and that Gladys has to keep the home fires burning. We hope that very soon you will have much better

news, Gladys, and that you will be back full time with us, and your mother will be much improved.

One of our former cash cagers of a few years back surprised us with the announcement of her marriage. She is now Mrs. William Forsyth and is residing in Toronto. Congratulations and a very great deal of happiness to you both, Margaret and Bill!

By M. Ewing

Mail order advertising: We are glad to welcome back Winnie Smith after her recent illness.

I wonder who will get the lucky number, Clara or Jimmy?

## Former Eatonian Studies in New York

Lloyd Malenfant, former Eatonian, who during the war was a feature dancer in the Canadian Navy Show, is now in New York. He studied with Madame Anna Serveskaya in London and later with Madame Praeprechen-ska in Paris.

Lloyd is studying in New York at the Vilzak-Shollar School of the Ballet, with Anatole Vilzak, Ernest Sinclair and Ernes Carlos, concentrating especially on ballet and tap work.

Before his enlistment in the R.C.N.V.R., he was employed in the mail order of Winnipeg store and returned to his old department after his discharge. A year later he resumed his dancing career.

He is at present rehearsing in a show called "On Your Way," which will open in New Jersey on January 15th, 1948. Eventually Lloyd intends to return to Winnipeg and open his own school of dancing.

## Port Arthur Store Holds Annual Dance

In one of the most successful dances held so far, 300 laughing and chatting Eatonians gathered Tuesday, November 18th, in the new Legion Hall. The main hall was festive with streamers of blue and white (Eaton's colours), and the diamond E (Eaton's insignia) added to the decorative scheme.

Mr. J. A. Snowden, manager of the store, and Mrs. Snowden, received the guests. Mr. B. McDowell, chairman of the employees' dance committee, had charge of arrangements.

A feature of the evening was the presentation of golf prizes. The Eaton Life Assurance trophy (knockout tournament) was won by B. McDowell. C. Hine was runner-up and R. Taylor consolation winner. The Eaton Trophy (field day) winner was R. Rix. Low gross winner was B. McDowell; high gross, C. Bennett; high hidden hole for the first nine, C. Bennett; low hidden hole for the second nine, C. Spearman; and high hidden hole for second nine, A. Thompson.

Yes, a grand evening was had by all!



## Seen and Heard in the Mail Order

(Continued from Page Thirty)

By N. Joyce

Candy factory: Our deepest sympathy is extended to Mrs. Jean Semeniuk and family on the death of her father.

Congratulations go to Percy Stewart on completion of his quarter century with Eaton's. Details of his party elsewhere in this issue.

It is with sincere regret we announce the death of a former member of this department, Mrs. Myril Twymen—nee Snelling, who passed away November 29th, 1947.

## Around the Store

(Continued from Page Twenty-Five)

### NOTION NEWS

Jean Clarke, from the button counter, has beaten old Santa to the draw. She came in the other morning wearing a beautiful diamond. Congratulations, Jack. We know you are getting a lovely girl as your future wife. When is the big day?

Mr. J. Wakefield, one of our managers, has been wearing a worried expression this past two weeks. His daughter, Barbara Ann, has been very ill. We do hope that by the time we get this issue of Contacts, Barbara is all better and back at school once more.

We welcome Miss M. Dann back to our fold once more after having been ill. Hope you are feeling A1 by now, Mary.

We are sorry to report that Mr. J. Mawhinney has been on the sick list, too. We really missed you, Jim.

Miss S. Bragg, a former member of 222 staff, is also back on the sick list again. Sorry to hear this, "Braggie." We all send our warmest wish for your speedy recovery.

We note there are a few casualties in departments 222 and the men's shoes. Typical examples are Messrs. J. Wakefield, H. McDermot and W. Whitehead. Could the source of their affliction possibly be traced to "broom-ball?"

\* \* \*

### GENERAL OFFICE NEWS

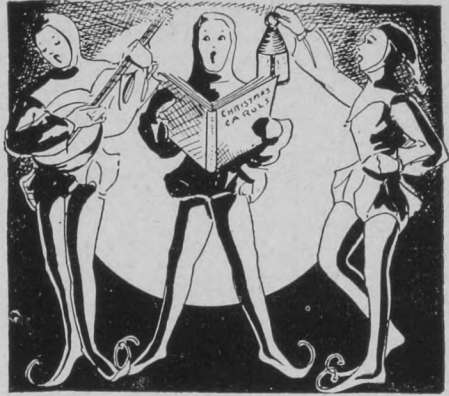
By M. Purdie

Attention all! The latest gossip from the G.O.

On Saturday, November 22nd, Edna Harrison came into the office displaying a beautiful diamond ring. The tentative date for the wedding is very early in the New Year, and the lucky bridegroom is Mr. A. J. Macdonell. We extend sincere congratulations to you both.

At a luncheon on November 19th at the Homestead, the guest of honour was Ethel Murray, a bride-elect of November. On behalf of the girls in the office, Eva Percy presented Ethel with a corsage of baby mums and roses, and Mae Gibson made the presentation to Ethel of a case of Community plate flatware, also towels.

As a wedding gift from the office staff, Ethel received a green satin-bound bedthrow, sheets and pillow cases.



Ethel Murray was married on Monday, November 24th, at 4 p.m., to Robert McDougall. The ceremony took place at the home of Ethel's sister with the Rev. Harland officiating. The bride wore a gown of white satin and her bouquet consisted of American Beauty roses. Ethel was attended by her sister, who wore a blue taffeta dress and carried a bouquet of pink roses. A reception followed, after which Mr. and Mrs. McDougall left to spend a short time in Saskatoon.

Deepest sympathy is extended to Doreen Knipe whose sister passed away.

Mr. Forbes Grassick is still away ill but we hope it won't be long until he will be back. It has been learned that he has another grandson, Duncan Forbes, of whom, no doubt, he is very proud.

\* \* \*

By M. McDonald

Department 117: Best wishes to Mary Murphy who, on December 1st, became engaged to Bill Radko.

On November 29th Jean Wilson left the department to become Mrs. Philip Bourrier. Jean was married in St. Matthew's Church on December 1st. Lots of luck, Jean and Philip.



Far be it from us to nag, but  
**PLEASE CARRY  
SMALL PARCELS**



# CONTACTS

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City Advertising



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## Under the Legion Christmas Tree

As great crowds surged over the main floor in the hustle and bustle of the holiday shopping, many paused to lay a gift of remembrance beneath the widespread branches of the Canadian Legion Christmas tree, for the hospitalized veterans; a gift of thanks to those who did so much for us.

The true Christmas spirit! And symbolic of the Magi who "came bearing gifts to lay at the feet of the infant Jesus" — He who was destined to suffer for all mankind.

Thirty-Two

## In Memoriam



### ROBERT DON

Dear Editor:

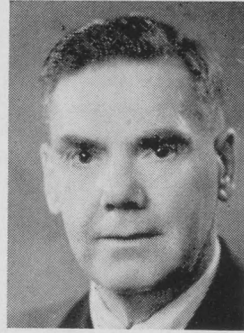
Because of a strong feeling that someone should tell you of the peculiar affection we of the mail order had for Bobby, I am taking it on myself to be that voice.

As the inevitable happens to those of us of lesser personality and poorer spirit, we are missed briefly—if at all—by our immediate associates. Bobby is, and will continue to be, missed by the whole mail order staff.

Whether it was early morning or at closing; whether it was hot, humid summer or cold mid-winter, one heard his rich Scot's voice in cheery greeting at the elevators on our main floor.

Yes, Bobby was an elevator despatcher—and in our opinion, the best despatcher in the whole world. His wit had a tang of real humour and his smile made you feel you should be smiling with him—so you did.

There need be no other testament to his courage than to say none of us knew he was not in the best of health. His gaiety was undimmed to the last day of his appearance among us. Salut, Amigo! —N.



### We Extend Our Deepest Sympathy To the Following Eatonians Whose Christmas Season Will Be Saddened By the Loss of Someone Dear To Them:

#### IN THE LOSS OF A FATHER

Mr. A. Beavis (lingerie)  
Miss R. Campbell (hospital)  
Mrs. O. Kirkhope (D.A.)  
Mrs. F. McClelland (egg candling)  
Mrs. J. Semeniuk (candy factory)  
Miss G. Purdy (mailing list)  
Mr. R. Don (printing)

#### IN THE LOSS OF HIS WIFE

Mr. R. J. Young (painters)

#### IN THE LOSS OF A BROTHER

Mrs. Dugas (alterations)  
Mrs. G. Randall (mail order sporting)

#### IN THE LOSS OF A MOTHER

Miss H. Bull (economy self-serve)  
Miss R. Bardal (wages office)  
Mr. C. Bell (mail order furniture)  
Mr. H. O'Grady (general audit)  
Miss E. Haskey (ticket writing)  
Miss Walters (grill room)  
Mrs. Partridge (grill room)

#### IN THE LOSS OF A SISTER

Mrs. L. Mayer (drapery workroom)  
Mr. A. Farrow (printing)  
Miss H. Lauderdale (hosiery)  
Mr. C. Holdsworth (mail order radio)  
Mrs. D. Knipe (general office)



*Prairie Breezes*

EATON'S HAMILTON  
BI-WEEKLY

FLASH

EATON'S STAFF NEWS

EKCOES



*The Edmontonian*



*Gossiper*

Entre-Nous

EATON'S STAFF BULLETIN

STORE NEWS

*Chinook Winds*

Staff Bulletin

Moncton, N. B., October

T. EATON CO. LIMITED  
WINNIPEG

A HAPPY

NEW YEAR!

Greetings to our family  
of Eaton Staff Publications  
and their many thousands of  
readers from Coast to Coast!

*from*

Contacts

THE T. EATON CO. LIMITED  
WINNIPEG CANADA